

Subject: Re: Piece by Piece: Big Art, Big Impact
From: Jessica Lall <jlall@ccala.org>
Date: 01/05/2018 09:14 AM
To: Nick Griffin <ngriffin@downtownla.com>
CC: Tina Oh <toh@ccala.org>, Joanne Danganan <jdanganan@ccala.org>

Hi Nick:

Thanks so much for the follow up.

We'd love to help get out the word - I'm copying Tina who can help on the communication side, and Jo, to see if we can get it scheduled for our committee.

Thanks!

Jessica Lall
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213-416-7512

From: Nick Griffen <ngriffin@downtownla.com>
Date: Wednesday, January 3, 2018 at 4:51 PM
To: Jessica Lall <jlall@ccala.org>
Subject: Piece by Piece: Big Art, Big Impact

Jessica - I also wanted to follow up about the Piece by Piece: Big Art, Big Impact campaign we discussed. I'm on their board, this is our big focus for 2018, and we'd like to involve CCA in promoting the initiative. We are planning a direct outreach campaign to targeted public and private sector organizations and would like to kick that off with an informal presentation meeting, possibly over lunch, ideally toward the end of January or early February, and most likely at the Legal Aid Foundation, who is a strong supporter and has commissioned large pieces for their headquarters. We envision 20 or so key people to whom we can introduce the campaign.

Attached is a draft presentation about the campaign, and following is the gist of it:

Piece by Piece: Big Art, Big Impact

- 2018 Campaign

Our goals are to:

- Secure x number of large scale commissions
- Establish large scale mosaics as a signature style of DTLA public art
- Establish Piece by Piece as a premier producer of socially impactful art

We are asking property owners, developers, architects and interior designers, as well as private sector organizations and public sector agencies, to support Big Art, Big Impact by commissioning a project for new construction projects, existing buildings, offices and public spaces.

Our hope is to announce a minimum of x major commissions at our annual gala fundraiser in November, 2018

Nicholas Ziff Griffin

Vice President of Economic Development

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